



It's like a
WHOLE OTHER COUNTRY

TEXAS TOURISM FY 2017 MARKETING PLAN

Meetings Market

OVERVIEW:

For Texas Tourism, the meetings market includes meetings, incentives, convention, exhibition travel, and new airline route development marketing efforts. Texas' central location makes the Lone Star State an attractive and prime destination for meeting planners and business professionals alike. With an amazing number of direct flights and as the home of six international airports - Dallas-Fort Worth, Houston, Austin, San Antonio, El Paso, and McAllen – Texas is a convenient place to reach for meeting, convention and conference attendees.

VISITOR DATA:

Business travel represented almost 30% of domestic visitation and 40% of domestic direct travel spending in 2015. Nearly half (43%) of domestic business travel to Texas destinations was for attending group meetings (conventions, seminars, etc.) and the remaining was for transient business purposes.

International travelers to Texas are more likely to be traveling for business than the average international traveler to the U.S., especially for overseas visitors, making this a highly valuable travel segment for the state. In 2015, nearly 40% of Texas overseas visitors indicated business or convention/conference/trade show as their main purpose of trip – roughly twice the U.S. average.

MARKET ACTIVITIES:

To increase the presence of and promote Texas as a meetings market destination and encourage new airline route development in the state, Texas Tourism markets Texas via several activities throughout the fiscal year to expand the opportunities for state travel industry partners to target domestic and international meetings business.

Travel Trade Shows:		
<u>Event</u>	<u>Date</u>	<u>Locations</u>
World Route Development Forum (World Routes)	Sept 24-27, 2016	Chengdu, China
IMEX America	Oct 18-20, 2016	Las Vegas, NV
Texas Event for Association Market	Dec 2016	Washington, DC
IMEX Europe	May 16-18, 2017	Frankfurt, Germany
ASAE Annual	TBD	Toronto, Canada